



LAKE CHELAN WINTER FEST 2018

JANUARY 12th - 21st



SPONSORSHIP INFORMATION
& FESTIVAL DEMOGRAPHICS



BENEFITS OF EVENT SPONSORSHIP

What makes event sponsorship unique?

- **REACH** an active and social audience
- **SHOWCASE** products to increase purchasing
- **INCREASE** and solidify your “cool” factor
- **BOLSTER** your brand by partnering with an exemplary event
- **SUPPORT** your consumer’s community
- **DIRECTLY** connect with an engaged audience
- **ACTIVATE** marketing initiatives
- **HOST** private parties, VIP functions or activities



For more information, contact Tiffany Gering, Sales Manager
tiffany@lakechelan.com • (509) 682-3503



MORE ABOUT WINTERFEST

About the Festival

This January, the Lake Chelan Chamber of Commerce will again host the annual Lake Chelan Winterfest. Winterfest celebrates the magic of the snowy winter season at Lake Chelan and transforms this charming town into a winter wonderland. Taking place the 2nd and 3rd weekends in January in both Chelan and Manson, there is something for everyone! Bring the family and marvel at the outdoor gallery of ice sculptures created by many talented international sculptors, enjoy live music and endless family activities. Watch fireworks explode, take a ride down the ice slide, cool down at the polar bear splash and glide over snow on a horse drawn carriage. Or come for some adult fun and enjoy the wine walk, outdoor Ice Bar, and the Manson Alefest. Winterfest has been taking place for decades and 2018 is bound to be the best year ever!



WINTERFEST IN CHELAN takes place on Main Street and plays host to the Wine Walk, fireworks and live ice sculpting. It is also home to the Ice Bar, bonfires and many of the kids activities including the Ice Slide and Snowflake Lane.

About the Lake Chelan Chamber of Commerce

The Lake Chelan Chamber of Commerce exists to drive economic growth through leadership, advocacy, and promotion that enhances the quality of life in the Lake Chelan Valley.

Our organization is currently celebrating its 85th year in operation and serves close to 500 members. We support local businesses by advocating for small business at all levels of government, providing social networking opportunities among members, publishing communications that highlight members and community issues, and offering business education opportunities. We also operate the Lake Chelan Visitor Center, responding to over 75,000 direct inquiries each year. Please contact us if you are interested in finding out more about membership.



WINTERFEST IN MANSON showcases this cozy town full of great restaurants, incredible views and great fun. This weekend hosts Alefest, apple bin train rides and many more kids activities.



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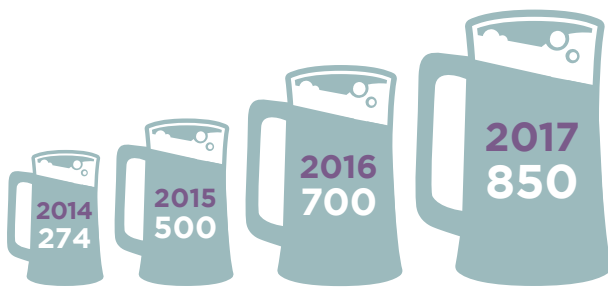


AUDIENCE DEMOGRAPHICS

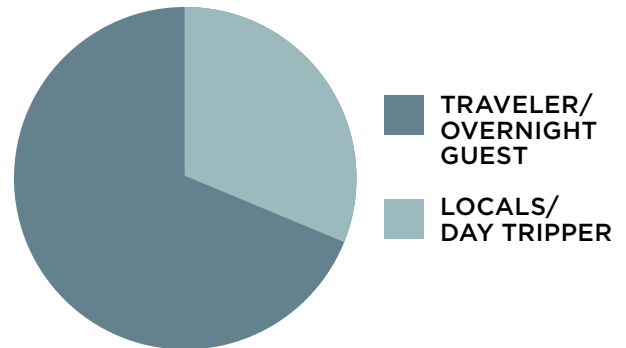
WINE WALK ATTENDANCE



ALE FEST ATTENDANCE

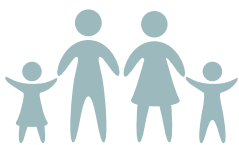


RESIDENCE GRAPH



PUBLIC FESTIVAL ATTENDANCE

11,000 - 13,000
TOTAL 2017 ATTENDANCE

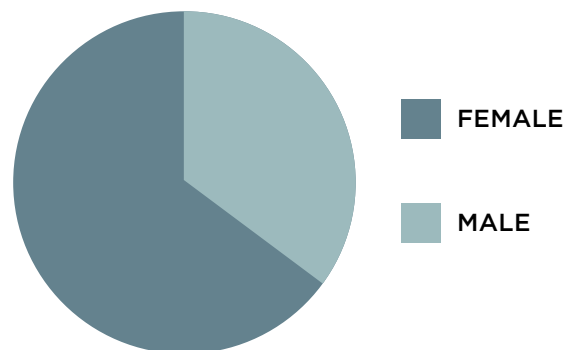


9,500 ARE FAMILIES



























2,550 ARE 21+

GENDER



All Demographic Information was gathered from 2017 event participants through the online ticket purchase and Winterfest social media statistics.

MARKETING STATISTICS

 <p>WEBSITE</p>	 <p>24,000 UNIQUE VISITORS</p>	 <p>142,100 PAGE VIEWS</p>	 <p>3:25 AVERAGE TIME ON SITE</p>
 <p>EMAIL</p>	 <p>13,800 LAKE CHELAN VISITOR EMAIL SUBSCRIBERS</p>	 <p>7,000 WINTERFEST EMAIL SUBSCRIBERS</p>	
 <p>WINTERFEST SOCIAL</p>	 <p>7,113 FACEBOOK FANS</p>	 <p>440 TWITTER FOLLOWERS</p>	 <p>1,026 INSTAGRAM FOLLOWERS</p>
 <p>LAKE CHELAN SOCIAL</p>	 <p>26,300 FACEBOOK FANS</p>	 <p>3,305 TWITTER FOLLOWERS</p>	 <p>5,494 INSTAGRAM FOLLOWERS</p>
 <p>COLLATERAL</p>	 <p>500 POSTERS</p>	 <p>5000 PROGRAMS</p>	 <p>2600 DRINKWARE</p>  <p>500 VOLUNTEER T-SHIRTS</p>
 <p>RADIO & DIGITAL</p>			
 <p>PRINT</p>			



SPONSORSHIP OPPORTUNITIES

Winterfest sponsorships are specifically built for our sponsors. All of our packages are tailored to fit your brand's measures of success. Our packages can include any or all of the following elements:

NAMING RIGHTS

- Property, venue, and activity naming opportunities

ADVERTISING INCLUSION

- Logo inclusion on print ads and in-copy radio mentions

ON-SITE PRESENCE

- Promotional area for displays, sales, sampling, and contests

MARKETING COLLATERAL

- Opportunity for logo on festival poster, postcard, and program

SOCIAL MEDIA RECOGNITION

- Inclusion in Facebook, Twitter, Instagram, and e-mail marketing campaigns

WEBSITE REPRESENTATION

- Logo, mention, link on Sponsor page

PRIVATE CORPORATE PARTIES

- Opportunity for a reserved private area for a company party



SUGGESTED VENUE SPONSORSHIPS

Winterfest has several amazing venue sponsorships packaged with unforgettable marketing exposure and opportunities to directly connect one-on-one with festival guests. We tailor make all of our packages for the below opportunities to meet your brand's measures of success.

PRESENTING SPONSORSHIP

Value: \$62,920 • Cost: \$20,000

With over 12,000 guests attending annually, the opportunities to showcase your brand are endless. Envision this, "Lake Chelan Winterfest presented by (insert your business name here)."

WINE WALK PRESENTING SPONSORSHIP

Value: \$36,920 • Cost: \$10,000

Showcase your brand by presenting one of the most exciting, unforgettable elements of Winterfest: a wine tasting experience down Chelan's historic main street.

ALEFEST PRESENTING SPONSORSHIP

Value: \$29,380 • Cost: \$10,000

Taking place the second weekend of Winterfest, Alefest sees guests kick back and relax while sampling dozens of beers and ciders in the cozy town of Manson.

MAIN STAGE PRESENTING SPONSORSHIP

Value: \$17,550 • Cost: \$8,000

Receive unforgettable branding at both Chelan and Manson weekends to thousands as the exclusive Main Stage Presenting Sponsor.

ICE BAR SPONSORSHIP

Value: \$12,480 • Cost: \$6,000

One of the most breathtaking elements of Winterfest: a large Ice Bar in the heart of Chelan's historic Main Street with your logo carved front and center.

KIDS AREA SPONSORSHIP

Value: \$16,900 • Cost: \$8,000

The Kids Area is the place to be — where the littlest Winterfest guests come to play. The Ice Slide, Snowflake Lane crafts, and face painting are just a few activities sure to keep the kids warm and entertained.

VOLUNTEER SPONSORSHIP

Value: \$14,820 • Cost: \$5,500

Winterfest relies on hundreds of devoted volunteers to execute the event. Align your brand with their commitment and demonstrate your support by creating a memorable off-season event for thousands of visitors that help our economy thrive.

CHELAN ICE THRONE SPONSORSHIP

Value: \$8,320 • Cost: \$5,000

Historically, the Ice Throne has been a main attraction. This massive ice sculpture will have your business logo prominently displayed in color for all to see.

MANSON ICE SPONSORSHIP

Value: \$7,410 • Cost: \$5,000

People love the Manson Ice, as it offers the perfect place to snag a photo of them next to the coolest sculpture in town!

THE BOTTLE SHOP SPONSORSHIP

Value: \$12,220 • Cost: \$5,000

The Bottle Shop is where guests gather to purchase bottles of their favorite wine, beers and ciders sampled from the festival.

FIREWORKS SPONSORSHIP

Value: \$6,240 • Cost: \$3,500

Present one of the most sensational elements of Winterfest: a large fireworks display held lakeside during the first weekend of the event.

BUBBLE BAR SPONSORSHIP

Value: \$6,370 • Cost: \$3,000

One of the newest and exciting elements of Winterfest: an exclusive sparkling wine tasting that will leave patrons feeling like royalty.

BATTLE OF THE BLOODY MARY

Value: \$5,590 • Cost: \$3,000

As the exclusive sponsor of the Battle of the Bloody Mary, present one of the most fun and competitive elements of Winterfest: a Bloody Mary tasting experience! Present yourself in a unique way to thousands of festivalgoers.

SUGGESTED VENUE SPONSORSHIPS

MANSON FLAMING TOWER SPONSORSHIP

Value: \$2,470 • Cost: \$1,000

This exclusive sponsorship places your logo prominently on the 10-foot tall ice “chimney” as you capture the attention of hundreds once lit. This fiery display is a crowd favorite and Winterfest wouldn’t be the same without it.

MANSON APPLE BIN TRAIN SPONSORSHIP

Value: \$2,860 • Cost: 3 @ \$1,000

Take a load off while captivating kids and adults alike as they ride through scenic downtown Manson.

POLAR BEAR SPLASH SPONSORSHIP

Value: \$4,680 • Cost: \$1,000

This family-fun event continues to grow each and every year! This is the perfect opportunity for your business to reach thousands of attendees who anxiously await the exciting Polar Bear Splash!

HORSE CARRIAGE RIDES SPONSORSHIP

Value: \$4,030 • Cost: 3 @ \$1,000

The horse carriage rides captivate kids and adults alike as they stroll through historic downtown Chelan on Martin Luther King Jr. weekend.

LIVE ICE CARVINGS

Value: \$2,600 • Cost: 6 @ \$1,000

Guests are dazzled as they watch ice sculptors handcraft 8 pieces of life-size art. Some past crowd favorites; Seahawk Russell Wilson, the Eiffel Tower, and many more.

SOUPFEST SPONSORSHIP

Value: \$4,680 • Cost: \$1,000

Local restaurants will be serving up their best soups. Designed to bring friendly competition to the restaurants within the Lake Chelan Valley, tasters will be able to vote for their favorite and a winner will be crowned.

I <3 WINTERFEST SPONSORSHIP

Value: \$1,560 • Cost: \$600

Between live carved ice sculptures, horse carriage rides and fireworks, guests stroll through Winterfest delighting in the magic of the festival. This sponsorship allows you to be a small part of everything.

ICE LOGO BLOCKS SPONSORSHIP

Cost: \$400

Sponsoring an ice block with your own logo is a fun and magical way to stay involved in all of the weekend’s festivities.

**2017 sponsor has the opportunity to renew sponsorship first.*

***Custom advertising packages can be created based on your budget.*

CONTACT US

For more information, contact:

Tiffany Gering, Sales Manager

tiffany@lakechelan.com
(509) 682-3503



FREE OPPORTUNITIES

The Lake Chelan Winterfest event welcomes over 13,000 people every year. As a Lake Chelan Chamber member, you have exclusive access to the following free participation opportunities.



BUTTON OFFER

Attract Lake Chelan Winterfest visitors into your business with a unique offer! We will be listing offers on the event site and in the event program. Ex: Free cookie with any \$5 or more purchase.

Entry Deadline: October 1, 2017



SOUPFEST

Soupfest is designed to showcase the culinary offerings of the Lake Chelan Valley, as well as bring a little friendly competition to the restaurant community. Restaurants will provide 3-4 gallons of soup for 225 guests. Event takes place Friday, January 12th 2018 from 6-8pm.

Entry Deadline: October 1, 2017



BATTLE OF THE BLOODY MARY

Battle of the Bloody Mary is designed to showcase the mixology offerings of the Lake Chelan Valley. Restaurants will create their own bloody mary mixture and drink toppings for 100+ 7oz. drinks. Event takes place Sunday, January 21st 2018 approximately 11-1pm — depending on football schedule. Location TBD.

Entry Deadline: October 1, 2017

For more information, contact Phil Moller at phil@lakechelan.com or 509-682-3503. To participate, Lake Chelan Chamber of Commerce members must be in good standing.